

2nd Half 1993 Workplanreview.

WINSTON SELECT

- * *Don't over order.....proper quantities at retail*
- * *Enough to fill promotional displays*
- * *Prebook all 4 new styles of Select*
- * *\$6 per display is the agreed upon payment for DAP*

BEST PRACTICES

- * *Consider Vertical coverage*
- * *Senior S/R to train PTSW*
- * *False objectives need to be dropped. Focus on what has to be done.*

Each division has objectives that are not high priority and can be dropped:

Rotation

Re-merchandising

...etc.

GRATIS / MID PRICE

- * *If you anticipate needing more than your allocation, you should get requests into NASA ASAP. Requests will be charged against their mid-price budget.*
- * *Magna/Sterling Slim \$.50 coupon/vpr remove all lower coupon/vpr denominations.*
- * *GPC and other deep discount brands should be countered with Monarch using war chest monies. Be at the same price in every call.*
- * *BSGSF in package outlets: not all brands....just use on brands that are selling (just doral 100's..... or whatever).*

MATCHING COMPETITIVE PRICING

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**Be at the same price as competition in every call.*

DIRECT ACCOUNTS

**Priority on direct account letter to retailers.*

CARTON OUTLETS

**Separate display is priority #1 with Select.
Priority #2 would be as close to Marlboro
as possible on the carton fixture. if placed on the
carton rack, special shelf inserts should be used.*

**Don't get into major confrontation on 1/2 ctn. price,
we won't be hung-up on a small difference.*

* *B1CG1F on carton purchase can be a way of overcoming the 1/2 carton price objections.*

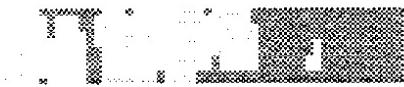
* *POS: Place "Lots" and consider using PT's*

* *"Starbursts" should be a priority to insure attention is drawn to the product.*

PRIORITY ON PACKAGE MERCHANDISING

* *Temporary Displays in "Every Call".*

* *PCD on location: no supplemental promotional or temporary displays allowed.....then share PCD between CAMEL and WINSTON SELECT. Keep Camel on the riser.*

CAMEL 

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* *Where you leave Camel transparency in the OPM place 8 column Winston SELECT transparency.*

* **PCD:** *Use cents off on Camel Special Lights*

* *It is important that all calls that have SELECT, must also have promoted Camel SPECIAL lights.*